[](http://www.sensationalcolor.com/index.php)

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| [The Colors in the Bag: M&M's Plain](http://www.sensationalcolor.com/color-trends/most-popular-colors-177/mam-colors.html) |

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| http://www.sensationalcolor.com/images/stories/Trends_Influences/Popular_Colors/mms.pngA bag of M&M's Plain candy has the following color mix:  24% Blue  20% Green  16% Orange 14% Yellow 13% Red 13% Brown  Prior to replacing Tan with Blue the M&M's Plain color mix was:  30% Brown 20% Yellow 20% Red 10% Green  10% Orange 10% Tan  **Fun Fact About M&M's Color**  Red out and back in again--  In 1976, due to public controversy surrounding a particular red food coloring, red M&M'S® Chocolate Candies were removed from the traditional color mix. The red food coloring in question was not actually used in M&M'S® Chocolate Candies. However, to avoid consumer confusion, the red candies were pulled from the color mix.  1987 was a very important year in the history of M&M'S® Brand, as red was returned to the traditional color mix—due to overwhelming request from consumers.  Blue wins by a landslide--  In 1995—over a half-century after the candies were first introduced—consumers across America helped write a new chapter in the history of M&M'S® Brand. A "mega" marketing event asked Americans to vote for a new color to appear in the traditional M&M'S® Chocolate Candies color mix. Their choices included blue, pink and purple—or no change. Blue won by a landslide, with 54% of the more than 10 million votes cast.  A kaleidoscope of colors--  In 1996, M&M'S® Brand introduced M&M'S® COLORWORKS®—a veritable kaleidoscope of over 20 brilliantly colored M&M'S® Chocolate Candies. M&M'S® Brand Chocolate Candy lovers could create, for the very first time, their own personalized color blends to add their unique touch of color to each special occasion.  Where did the color go--  2004 opened with a bang and a surprise. Just before the clock struck, Red and Yellow were partying with the world's oldest teenager, Dick Clark, on his New Year's Rockin' Eve special. But at midnight, something unprecedented happened—Red, Yellow, and the rest of the M&M'S® Chocolate Candies lost their color!  Everyone wondered, "Will the colors come back?" Luckily, industrious M&M'S® Chocolate Candy lovers all over the country searched for and found the missing colors, after two and a half months of Black and White M&M'S® Chocolate Candies. Color's triumphant return on March 11, 2004 was marked by a grand celebration in Los Angeles, where voices could be heard exclaiming, "Chocolate is Better in Color!"™  See more fun facts about M&M's at [their website](http://www.mms.com/us/about/history/story/#begin)Popular Colors: M&M's Plain has the following color mix |